

MARK W. MILLER

North Huntingdon, PA 15642 • 412.759.7385
MarkMiller-pitt@comcast.net • www.linkedin.com/in/markmiller00

PROFILE

Innovative, results-oriented executive with twenty years' experience in marketing, business development, sales and market strategy, new market development and expansion, 'crossing the chasm' technology marketing strategist, start-ups, big data analytics, strategic partnerships, financial analysis and justification (ROI), six sigma, competitive analysis and leading teams to success. Proven ability to effectively manage large cross-functional work groups and switch between 'big picture' strategic issues and detailed tactical challenges.

PROFESSIONAL EXPERIENCE

BOLTTECH MANNINGS, Pittsburgh, PA

Jan 2013 to Present

An international industrial services leader who helps customers through technical and innovative solutions.

Senior Director of Marketing & Strategic Initiatives

Responsibilities include leading company's overall strategic initiative and marketing efforts, corporate level strategy development and planning, marketing communications, tradeshow, CRM, sales forecasting and pipeline measurement, P&L operating reviews, decision support, development of key vertical marketing & sales activities, and competitive intelligence gathering and dissemination.

- Working directly with the CEO & COO, developed detailed operating plan to double our year over year EBITDA through low-risk SG&A and overhead cost reductions.
- Developed the strategic and go-to-market strategy to expand our most profitable service line. Analysis included market size, competitor segmentation, competitive advantages, SWOT analysis, customer analysis and channel opportunities.
- Lead and design the delivery of big data analytics to the executive and sales team resulting in data driven business decisions, higher margins and improved pipeline development and lower operating expenses.

DIRECT ENERGY, Pittsburgh, PA

June 2010 to Jan 2013

Direct Energy is the largest consumer provider of energy and related services in North America with \$9.5 billion in revenue.

Acquisitions and Market Strategy Manager

Responsibilities include management of our US North East Region tasked with increasing sales and gross margin to optimize Direct Energy's market position within its existing residential footprint and leading all new market expansion opportunities.

- Delivered the sales and marketing optimization strategy for all US North markets including the launch of an integrated roadmap of sales and marketing initiatives, government and regulatory conditions and competitive threats.
- Led the definition and analysis for new markets which accounted for nearly 85% of the net new customers in 2010, increased the Total Available Market by 23% with expectations to generate over \$90 million in lifetime operating profit.
- Managed the new market entry process across 21 functional groups and included nearly 150 team members resulting in a nomination for the *Direct Energy Platinum award*, an honor reserved for only 2% of the 6,000 employee division.

VOCOLLECT, Pittsburgh, PA

January 2005 to March 2010

Since pioneering voice recognition for industry in 1987, Vocollect has grown to become the global leader in Voice-Directed Work.

Industry Marketing Manager

Responsibilities included strategic planning, market sizing, managing key market influencers, new product development (NPD), and serving as the industry authority on new vertical market penetrations from product development through the sales cycle.

- Developed the corporate 3-year strategic plan as part of two-man team working directly with the president of Vocollect. Identified key strategic issues, growth opportunities, sustainable competitive advantages and corporate SWOTs. Developed alternative strategic options and provided financial analysis for each scenario.
- Led the definition and analysis of the key vertical market segments to support the one, three and five-year growth plans. Aspects considered include technical and economic fit, product positioning, direct and indirect sales channels, key target customers, investments required, expected revenues and other related 'chasm crossing' tactics.
- Identified, investigated and defined business case, strategy and entry requirements for new markets. Target customers, market size, corporate strategic fit, competition, channels to market, customer pain points, and whole product fit were considered. Initial project saved \$250,000 (est.) in investment cost by postponing market entry into an immature market.

ST. ONGE COMPANY, York, PA

November 1999 to December 2004

A leading independent Engineering and Supply Chain Consulting Firm

Senior Project Engineer

Responsibilities included strategic planning, facility design, operational systems and methods optimization and capital investment planning from site selection through operations startup and training.

Personal client list included: Ames True Temper, The Container Store, Cushman & Wakefield, Dell Computers, American Greetings, Easton Sports, Genco, Keystone Automotive, Johnson & Johnson, New York City Court System, Orchard Supply Hardware, Pamida Stores, PetFoodDirect.com, Phillips Van Heusen, P&G, RPM Wood Finishes Group, Shopko Stores, Sonapar Distributors, Staples, Tenneco Automotive, Tribble's Inc, Zippo Lighters.

- Researched and recommended a combined total of over \$20 million (est.) in capital expenditures. Provided detailed analysis, justification and payback for each recommendation.
- Determined the financial impacts of shifting distribution strategies from an indirect model to a direct model for a Fortune 100 pharmaceutical manufacturer. Aspects considered include freight costs, warehousing costs, real estate fees, distributor fees, tax burdens, distribution center locations and resource leveraging.
- Assisted in developing a 30-year business and marketing plan for a 2,300 acre industrial park in the mid-west. Research included global trade for the automotive and plastics industries, call centers and other major regional manufacturers, as well as rail, barge, OTR and air transportation logistics.
- Authored articles for The Institute St. Onge on slotting, dock doors, gold zoning and vacuum lift assist devices.

INGRAM MICRO, Harrisburg, PA

May 1997 to November 1999

World's largest wholesale distributor of technology products and services with sales exceeding \$28 billion (Fortune 100 company)

Industrial Engineer

Responsibilities included facility design, operational systems and methods optimization and capital investment planning from site selection through operations startup and training.

- On-site Project Manager of \$40 million capital project for Ingram Micro's largest and most sophisticated distribution center. Work included concurrent responsibility for facility design, project budgeting, scheduling, and contractor management. This facility was awarded *Modern Materials Handling's Productivity Warehouse of the Year*.
- Lead Project Manager of \$6 million capital project for a 274,000 square foot expansion of Ingram Micro's Chicago distribution center. Reduced conveyor expenses by 15% by eliminating redundant workloads.
- Created an operating schedule for over 300 full and part-time employees over three shifts at the Memphis, Tennessee facility resulting in a reduction of late orders from 10% to nearly 0%.

COMMUNITY**HAZELWOOD YMCA**

Board of Directors

November 2011 to present

EDUCATION**LEADERSHIP PITTSBURGH**

Leadership Pittsburgh Initiative

September 2012 to June 2013

NORTHWESTERN UNIVERSITY – KELLOGG SCHOOL OF BUSINESS

Executive Scholars Program

Business Marketing Strategy, New Product Development, Pricing Strategies

April 2006, May 2012

THE PENNSYLVANIA STATE UNIVERSITY

Bachelor of Science in Mathematical Sciences

Focus of Study: Actuarial Science/ Management Science – Operations Research

January 1994 to December 1996

HARRISBURG AREA COMMUNITY COLLEGE

High School Advanced Early Placement Program, Business Studies (transfer)

September 1992 to December 1994